



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

February 13, 2017

J. Evelyn Lawson
Federal Registration Specialist
PS&RC
P.O. Box 493
Pleasanton, CA 94566

Subject: Label Amendment – Adding Emerging Pathogens Guidance and Safe for Surfaces Claims
Product Name: Oui Oui
EPA Registration Number: 5813-110
Application Date: 7/21/16
Decision Number: 520319

Dear Ms. Lawson:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance

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with FIFRA section 6. If you have any questions, you may contact Aline Heffernan at 703-347-8602 or via email at heffernan.aline@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "John Hebert" with a stylized flourish at the end.

John Hebert, Chief
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure: Stamped Label

Oui-Oui

ACTIVE INGREDIENT:

Hydrogen Peroxide 2.20%

OTHER INGREDIENTS:..... 97.80%

TOTAL: 100.00%

KEEP OUT OF REACH OF CHILDREN

[NET] [CONTENTS] _____

ACCEPTED

Feb 13, 2017

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under

EPA Reg. No. 5813-110

[Bracketed information is optional text.]

RC179042

For labels with veterinary uses

ENVIRONMENTAL HAZARD: This pesticide is toxic to birds, fish, and aquatic invertebrates. Caution should be used when applying indoors because pets may be at risk.

(Refillable bottles intended to be refilled by the consumer)

STORAGE AND DISPOSAL: Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill this container except as described in the directions for use. Refill only with this product. Offer for recycling or place in trash.

(Nonrefillable bottles)

STORAGE AND DISPOSAL: Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Nonrefillable container. Do not reuse or refill empty container. Recycle empty container or discard in trash.

Questions or Comments? [Please] visit www.clorox.com or call [us toll free at] 1-800-227-1860 -or- (800) 227-1860. [Satisfaction Guaranteed[!]] At Clorox we have prided ourselves in making consistent quality products [for over 100 -or- 103 -or- *insert number* years], and we are dedicated to ensuring your total satisfaction with our product. If you are not completely satisfied, please call the number below -or- [1-(888)-797-7225] [(800)-234-7700].]

For more product ingredient information, visit www.IngredientsInside.com.

Mfd. for & © YYYY The Clorox Company,

1221 Broadway, Oakland, CA 94612

Clorox is a registered trademark of The Clorox Company.

Made in [the] U.S.A. [of global components -and/or- ingredients.]

EPA Reg. No. 5813-110 EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG),

IL-2 (VF); 50757-WI-1 (VN); 58455-IN-1 (C6), IN-2 (O1).

Beginning of batch code indicates Est. No.



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]



Optional Packaging Recycling Logos:



Packaging Related Statements

Operating Trigger

To Operate:

Open hinged cover of sprayer and snap into opening on top. -or- Turn -or- Rotate nozzle [counterclockwise] to “spray” -or- “stream” -or- ON [setting]. -or- Adjust [nozzle] to desired pattern.

-or- [To open, turn nozzle.] Spray [6-8 inches from surface]. Rub -or- wipe with brush -or- paper towel -or- sponge -or- lint-free cloth -or- cloth. Do not breathe spray or mist.

[When almost empty, -or- To spray every drop[,][:] tilt bottle downward -or- at a downward angle [while spraying].]

Optional Directions for Product Supplied in Refill Bottles: Refill only with this product.

Alternate for Refill Bottle:

To Refill [Spray Bottles]:

Remove

Remove trigger sprayer -or- cap from empty bottle.

Pour

Unscrew cap on refill and pour contents directly into empty bottle. Use a funnel to minimize product spills -or- waste.

Use

Replace trigger sprayer and use as you normally would. -or- Unscrew cap and transfer your trigger to this bottle. -or- Replace cap and use as you normally would. Fill -or- refill the **insert number** [fl] oz **this product** spray bottle with **this product** refill. Pour product into spray bottle over sink or tub basin.



For foldout label:

Peel [here] [for] [additional] [directions]

Trigger options: To refill: Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

Packaging Related Claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- Align to close
- [Be] [Get] RefillSmart[™][!]
- Get -or- Spray Every Drop[!][™]
- Last Drop Access
- No Waste -or- Wasteless Bottle
- Patented design bottle
- Recyclable bottle
- Smart Tube[®][™] Technology
- [Use as a] [Pourable] **insert ABN**

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Disinfection

Hard Nonporous Surfaces: -or- Sealed Ceramic Tile, Porcelain, Shower Walls, Floors and Other Hard Nonporous Surfaces: [Set trigger to SPRAY.] Spray [6-8 inches from surface] until surface is thoroughly wet. Allow this product to [penetrate and] remain wet for contact time listed below [-or- on label] [-or- on organism table]. Then wipe. [Rinse.] For heavily soiled areas, precleaning is required. Rinse with potable water for food-contact surfaces. For all others, no rinsing is required. [If streaking is observed, wipe with a clean, damp [cloth -and/or- microfiber cloth -and/or- paper towel].

One-Step Disinfection and Cleaning the Exteriors of Toilets and Urinals: Remove gross filth before disinfection. Apply product to exposed surfaces. Allow this product to [penetrate and] remain wet for the contact time listed below -or- on label [-or- on organism table] [, then wipe].

The following statement only to be used on institutional labels with medical use sites, medical devices and/or bloodborne pathogens:

This product is not to be used as a terminal sterilant/high level disinfectant on any surface or instrument that (1) is introduced directly into the human body, either into or in contact with the bloodstream, or normally sterile areas of the body, or (2) contacts intact mucous membranes, but which does not ordinarily penetrate the blood barrier or otherwise enter normally sterile areas of the body. This product may be used to preclean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection.

Special instructions for using this product to clean and decontaminate against HIV-1, HBV and HCV on surfaces/objects soiled with blood/body fluids: Personal Protection: When handling items soiled with blood or body fluids, use disposable impervious gloves, gowns, masks and eye coverings. **Cleaning Procedure:** Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product. **Contact Time:** Allow surface to remain wet for 1 min[ute] for HBV and HCV and 30 sec[onds] for HIV-1. The contact times for other bacteria and viruses may differ. See product label for contact times. **Disposal of Infectious Materials:** Use disposable impervious gloves, gowns, masks and eye coverings. Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

General Cleaning

General [Kitchen -and/or- Bathroom -and/or- Floor -and/or- Ceramic Tile -and/or- Porcelain -and/or- Shower Walls -and/or- Floors]: [Remove cooking ingredients and cooked food from areas to be cleaned.] Spray product directly onto [urine] [feces] [bathroom] soils and wipe clean. -or- Directly apply [***this product***] with a [cloth -and/or- microfiber cloth -and/or- sponge -and/or- mop -and/or- trigger sprayer] to completely wet surface and wipe clean. No rinsing needed. Repeat for heavily soiled areas. For stubborn stains or heavily soiled areas or tougher jobs, allow product to penetrate [soil] before wiping.

To Clean/Remove Soap Scum: Spray product onto soils and wipe clean [with a dry paper towel -or- lint-free cloth -or- microfiber cloth -or- sponge]. -or- Just spray on and wipe off [with a dry paper towel -or- lint-free cloth -or- microfiber cloth -or- sponge]. No rinsing necessary. For best results, use a dry paper towel -or- lint-free cloth -or- microfiber cloth -or- sponge. Repeat for heavily soiled areas. For stubborn stains -and/or- heavily soiled areas -and/or- tougher jobs, allow product to penetrate [dirt -and/or- soap scum] before wiping. For best results, use regularly to prevent dirt and soap scum build up.

To Clean [Nonporous] Surfaces -and/or- Floors: Spray soiled area, then wipe clean. -or- For spot cleaning, spray and wipe clean with damp sponge -or- mop -or- cloth.

To Clean and Deodorize Toilets: To clean and deodorize toilet bowl, squirt liberally (1/2 cup) on toilet sides and upper toilet bowl rim. Swab -or- brush all surfaces and flush.

Soft Surface^Y Sanitization

To Sanitize Soft Surfaces^Y [(Fabrics^Y): Hold bottle upright -or- Spray [6" – 8" from surface]. Spray until fabric is wet. DO NOT SATURATE. Let stand [for] 3 min[utes]. Allow to air dry. [For difficult odors or heavy fabrics, repeat application.] [Reapply as necessary.] [Gross] [heavy] soil must be removed prior to sanitizing.

For first time use on soft surfaces, spot test a small, inconspicuous area [and check with manufacture care guide before use].

^Y100% Cotton, 100% Polyester, 50%/50% blend of Cotton/Polyester

Deodorization

To Deodorize: Spray until thoroughly wet. -or- Apply [this product] [with trigger sprayer] to completely wet all surfaces. [DO NOT SATURATE.] Then wipe -or- Allow to air dry. For heavily soiled areas, a precleaning is required.

Disinfection Hard Surface Claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- An effective disinfectant [on non-food contact surfaces] [for use in **insert use sites**]
- Antibacterial
- Bactericidal
- Cleans and disinfects urine stains
- [Cold] [and] flu virus* control
- Deodorizes by killing odor-causing bacteria at their source
- Disinfectant [and] [deodorizer]
- Disinfection
- Disinfects [and] [,] [deodorizes]
- Disinfects [**insert use sites/surfaces from this label**] -and/or- kills [**insert organisms from organism list**]
- Disinfects and deodorizes by killing common [long term care facility] [facility] bacteria [and viruses‡] [and controlling their odors] [and deodorizes]
- Disinfects -and/or- Kills [**insert organisms from organism list**]
- Disinfects hard, nonporous [non-food contact] surfaces in [**insert use sites**]
- E. coli [and Salmonella²] control
- Effective against bacteria -and/or- viruses‡
- Effective against germs†
- Effective against [the] cold -and/or- flu viruses*
- [Eliminates] [Destroys] [Removes] [Kills] urine odors [at the source]
- Eliminates germs† -and/or- odors on hard, nonporous surfaces
- Fights germs† and odors
- Fights the cold -and/or- flu virus[es]*
- For terminal cleaning
- Germ† [killer] [destroyer] [eliminator]
- [Get] [Be] [prepared] [ready] for [cold &] flu season
- Helps stop the spread of cold & flu viruses* on hard, nonporous surfaces
- Kills 99.9% of bacteria & viruses‡
- Kills 99.9% of germs†
- Kills bacteria -and/or- viruses‡ [and] [eliminates odors] [deodorizes]
- Kills bacteria -and/or- viruses‡ [you can't see]
- Kills bacteria [in 5 min[utes]] and eliminates [the toughest] [tough] [urine -and/or- feces] odors on [hard, nonporous surfaces -or- **insert hard surface use sites**]
- Kills bacteria that cause [urine -and/or- feces] odors on [hard, nonporous surfaces]
- Kills [most] [bathroom -and/or- facility] bacteria -and/or- viruses‡
- Kills Norovirus -and/or- Rhinovirus -and/or- Influenza‡‡ -and/or- E. coli and Salmonella² -and/or- Staph³[ylococcus aureus] -and/or- Strep⁴[tocooccus] -and/or- Rhinovirus
- Kills cold -and/or- flu virus[es]* [on **insert use sites from this label**]
- Kills cold & flu viruses* [and Enterovirus]
- Kills germs†
- Kills odor-causing bacteria [and eliminates] [the toughest] [tough] odors on hard, nonporous surfaces -or- **insert hard surface use sites**
- Kills odor-causing bacteria [eliminating] [the toughest] [tough] [urine -and/or- feces] odors on hard surfaces -or- **insert hard surface use site**
- Kills odor causing bacteria in restrooms -or- **insert hard surface use sites**
- Kills odor-causing bacteria leaving [hard] surfaces smelling fresh [and clean]
- Kills odor-causing bacteria on hard surfaces -or- **insert hard surface use site**
- Kills [the] bacteria that cause urine odors
- Kills [the] cold [and/&] flu virus[es]*
- Kills [the] influenza* -or- flu virus*
- Multi-surface cleaner disinfectant
- One-step disinfectant [cleaner]
- [**Product Name**] [Meets] -or- Compliant with OSHA Bloodborne Pathogen Standard
- Specially formulated to eliminate urine and odor-causing bacteria
- Virucidal‡
- [With] disinfecting [disinfection]
- You can also use **this product** to disinfect [in] places that are difficult to reach

‡ Rhinovirus [(type 37)], -and/or- Influenza A2 virus [(Strain Hong Kong)]

‡‡ Influenza A2 Virus

† Pseudomonas aeruginosa (Pseudomonas) [ATCC 15442], Salmonella enterica (Salmonella) [ATCC 10708], Staphylococcus aureus (Staph) [ATCC 6538], **insert a virus from the Organisms table, as required for the qualified germs claim; then insert any other bacteria or virus desired from the Disinfection Organisms table.**

1 Escherichia coli

2 Salmonella enterica

3 Staphylococcus aureus

4 Streptococcus pyogenes

Emerging Viral Pathogen Claims

This product qualifies for emerging pathogen claims against:

- Enveloped viruses
- Large non-enveloped viruses
- Small non-enveloped viruses

This product has demonstrated effectiveness against viruses similar to **insert name of emerging virus** on hard, non-porous surfaces. Therefore, **This product** can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, non-porous surfaces. Refer to the **insert CDC -or- OIE** website at **insert pathogen-specific website address** for additional information.

Insert name of illness/outbreak is caused by **insert name of emerging virus**. **This product** kills similar viruses and therefore can be used against **insert name of emerging virus** when used in accordance with the directions for use against **insert name of supporting virus(es)** on hard, non-porous surfaces. Refer to the **insert CDC -or- OIE** website at **insert pathogen-specific website address** for additional information.

[Bracketed information is optional text.]

RC179042

Hard Surface Disinfection		
Organisms		
Bacteria	ATCC and/or Strain	Contact Time
1Escherichia coli [(E. coli)]	[ATCC 11229]	5 min[utes]
Methicillin-resistant Staphylococcus aureus [(MRSA)]	[ATCC 33592]	5 min[utes]
Proteus mirabilis [(odor causing bacteria)]	[ATCC 9240]	5 min[utes]
Pseudomonas aeruginosa	[ATCC 15442]	5 min[utes]
2Salmonella enterica	[ATCC 10708]	5 min[utes]
3Staphylococcus aureus [(S. aureus)]	[ATCC 6538]	5 min[utes]
4Streptococcus pyogenes	[ATCC 19615]	5 min[utes]
Vancomycin-resistant Enterococcus faecalis VRE	[ATCC 51575]	5 min[utes]
Enveloped Viruses		
#Canine Distemper	[ATCC VR-128]	10 min[utes]
#Hepatitis B virus [(HBV)] (duck Hepatitis B virus as surrogate)	[11/14/12 Strain]	1 min[ute]
#Hepatitis C virus (Bovine Viral Diarrhea Virus as surrogate)	[NVSL strain Oregon C24v -genotype 1]	1 min[ute]
#Herpes simplex type 2	[ATCC VR-734]	30 sec[onds]
#Human Immunodeficiency Virus type 1 (HIV-1)	[Strain HTLV-IIIB]	30 sec[onds]
#Influenza A2 virus	[Strain Hong Kong] [ATCC VR-544]	30 sec[onds]
#Influenza A virus (H1N1)	Strain A/PR/8/34 [ATCC VR-1469]	30 sec[onds]
Viruses Small Non-Enveloped		
#Enterovirus [(D68)]	[ATCC VR-561]	5 min[utes]
#Norovirus (Feline calicivirus as surrogate)	[ATCC VR-782] [Strain F-9]	5 min[utes]
#Rhinovirus [(type 37)]	[ATCC VR-1147]	5 min[utes]
Soft Surface Sanitization		
Organisms	ATCC and/or Strain	Contact Time
Klebsiella pneumoniae [(Kleb)] - 100% cotton	[ATCC 4352]	3 min[utes]
Staphylococcus aureus [(Staph)] - 100% cotton	[ATCC 6538]	3 min[utes]
Klebsiella pneumoniae [(Kleb)] - 100% polyester	[ATCC 4352]	3 min[utes]
Staphylococcus aureus [(Staph)] - 100% polyester	[ATCC 6538]	3 min[utes]
Klebsiella pneumoniae [(Kleb)] - 50%/50% Blend	[ATCC 4352]	3 min[utes]
Staphylococcus aureus [(Staph)] - 50%/50% Blend	[ATCC 6538]	3 min[utes]

Sanitization Soft Surface[¥] Claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- A proven sanitizer on soft surfaces[¥]
- An effective soft surface[¥] sanitizer
- Can be used to sanitize soft surfaces[¥] -or- ***insert soft surface(s)[¥] from list*** [as a spot sanitizer]
- Cost effective solution to sanitizing -or- dry cleaning curtains
- Eliminates -or- removes -or- destroys odors [on] [***insert soft surface(s)[¥] from list***] [in] [***insert soft surface(s)[¥] from list***] [fabrics] [at the source]
- Freshens -and/or- Deodorizes ***insert soft surface(s)[¥] from list*** -or- fabrics
- Great for soft surfaces[¥] -or- ***insert soft surface(s)[¥] from list*** [as a spot sanitizer]
- Kills 99.9% of ***insert organism*** [on ***insert soft surface[¥] from list***]
- Kills 99.9% of ***insert organism*** in 3 min[utes] [on ***insert soft surface(s)[¥] from list***]
- Kills 99.9% of bacteria on ***insert soft surface(s)[¥] from list***
- Kills 99.9% of bacteria on ***insert soft surface(s)[¥] from list*** -or- fabrics [as a spot sanitizer]
- Kills -or- destroys -or- eliminates 99.9% of bacteria [on soft surfaces[¥]]
- Kills microorganisms on soft surfaces[¥] -or- fabric -or- ***insert soft surface(s)[¥] from list***
- One-step cleaner sanitizer on soft surfaces[¥]
- Sanitizes and deodorizes
- Sanitizes fabric -or- soft surfaces[¥] -or- ***insert soft surface(s)[¥] from list***
- Sanitizes [and] Deodorizes -or- Removes odors -or- Eliminates odors by killing [common] bacteria [found in facilities] [and controlling their odors]
- Sanitizes soft surfaces[¥] in one step
- Sanitizes soft surfaces[¥] in 3 min[utes]
- Soft surfaces[¥] -or- fabric sanitizer
- To eliminate odors use ***this product*** [around ***insert soft surface(s)[¥] from list*** [on ***insert hard -and/or- soft surface[¥] locations***]
- Use on soft surfaces[¥] -or- ***insert soft surface(s)[¥] from list*** [as a spot sanitizer] where bacteria can linger -and/or- hide
- [With] [hard, nonporous surface] disinfection and soft surface[¥] sanitization
- [With] Sanitizing

[¥]100% Cotton, 100% Polyester, 50%/50% blend of Cotton/Polyester

**Deodorizing
Hard -and/or- Soft Surface Claims**

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- Advanced stain & odor eliminator
- All-in-one urine stain and odor remover
- Breaks down urine to eliminate odors and stains
- Delivers clean you can see and smell
- Deodorizer
- Deodorizes [urine -and/or- feces]
- Deodorizes food odors [like garlic and onion] [left behind on kitchen surfaces] [after cooking]
- Deodorizes [urine -and/or- feces] odors caused by bacteria -and/or- non-fresh foods
- Does not [Doesn't] just mask [urine -and/or- feces] odors, it eliminates them at the source leaving behind a [light] [pleasant] [fresh] scent
- Don't just [cover up] [mask] [urine -and/or- feces] odors, eliminate them!
- Eliminate urine -and/or- feces odors at the source
- [Eliminates] [removes] [destroys] **insert from list of odors** odor
- Eliminates [removes] [destroys] [urine -and/or- feces] odors [on **insert hard and soft surfaces^Y locations and use sites**] [in **insert hard and soft surfaces^Y use sites**] [fabrics] [at the source]
- Eliminates [Removes] [destroys] [the toughest] [tough] [urine] odors [caused by bacteria]
- Freshens [Deodorizes] [**insert hard surface[s]**] [fabrics]
- Freshens [Deodorizes] [**insert soft surface[s]**]^Y [fabrics]
- [Improved] [Urine -and/or- feces] Odor [and stain] removal
- No harsh alcohol smell
- Penetrates to remove odors at their source
- Perfect for eliminating your toughest odors [at their source]
- Perfect for removing your toughest [urine -and/or- feces] odors [and stains]
- Permanently removes odors [and stains]
- Pleasant smell -or- odor
- Powerful odor and stain removal
- Reduces odor-causing bacteria on **insert hard surface**
- [Removes] [Eliminates] [Destroys] tough pet stains and odors
- Removes **insert from odor list** [odor]
- Removes the toughest urine stains and odors
- Removes [urine -and/or- feces] odors
- Spray on curtains and other hard-to-wash fabrics to replace lingering [urine -and/or- feces] odors with [long-lasting] freshness
- Tackles toughest malodors [and stains]
- The one cleaner you need to tackle urine stains and odors [everywhere] [anywhere]
- [**This product**] Removes [the toughest] [tough] [urine] odors [and stains]
- [**This product**] deodorizes areas that are hard to keep fresh smelling including **insert use sites** [, and other areas prone to odors caused by microorganisms]
- [**This product**] is specially formulated to eliminate [urine -and/or- feces] odors from **insert hard surface use sites**
- [**This product**] is specially formulated to remove [urine -and/or- feces] odors [and stains] from [**insert hard surface use sites**]
- [**This product**] eliminates [the toughest] [tough] [urine -and/or- feces] odors at their source
- **This product** will deodorize hard, nonporous surfaces of [**insert surface(s) -and/or- use site(s)**] [where obnoxious [urine -and/or- feces] odors may develop]
- **This product** will deodorize soft surfaces^Y of [**insert surface(s) -and/or- use site(s)**] [where obnoxious [urine -and/or- feces] odors may develop]
- **This product** will deodorize surfaces [**insert surface[s]**] -and/or- [**use site[s]**]] [where obnoxious [urine -and/or- feces] odors may develop]
- **This product** will deodorize surfaces in **insert use site** and other places bacteria growth can cause malodors
- To eliminate [urine -and/or- feces] odors use **this product** [around **insert hard surface use sites**] [on **insert hard surface locations**]
- [To] Remove [urine -and/or- feces] odors [and stains] [use this product] [around -and/or- on **insert soft surface^Y use site**] -or- fabrics
- Tough on stains and odors
- Tough on stains and odors, gentle on [carpet] [fabric] [and] [furniture]
- [Urine -and/or- feces] Odor [and stain] removal [control]
- [Urine -and/or- feces -and/or- vomit -and/or- sweat -and/or- blood -and/or- pet] stain and odor remover

¥100% Cotton, 100% Polyester, 50%/50% blend of Cotton/Polyester

Odors

Blood
Body Odor
Drain
Dumpster
Feces

Garbage
Grease Trap
Mildew
Restroom Odors
Sewer

Smoke
Sweat
Trash
Urine
Vomit

General Cleaning Hard -and/or- Soft Surface Claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- A [shining] [pure] clean you can see [and trust]
 - Accidents happen. Let Clorox Urine Remover handle it!
 - Bleach free
 - Breaks down urine with the power of hydrogen peroxide
 - [Chlorine] bleach free
 - Cleans to a shine
 - Clear drying formula
 - [Clorox®] essential for the purest clean
 - Color safe
 - Compatible -or- suitable with equipment surfaces -or- **insert equipment or surface sites**
 - [Compatible -or- suitable with equipment surfaces for use on hospital surfaces **insert hospital surfaces list below**
 - Complete Clorox® clean your patients -and/or- residents trust
 - Complies with VOC laws
 - Cuts cleaning time
 - Designed for organic (protein base) stains
 - Designed -or- ideal for daily [cleaning] [use]
 - Destroy -and/or- Eliminate tough odors [and stains]
 - Does not contain [chlorine] bleach
 - Easy [cleaning]
 - Effective [cleaner -or- cleaning] [formula]
 - Eliminate the ick!
 - Eliminates tough to remove stains
 - Fast penetrating formula effectively gets out a variety of tough pet stains and odors.
 - Fits on your cart
 - For direct application
 - For easy cleaning
 - For Outdoor Use [concrete -and/or- sidewalks -and/or- pavement -and/or- outdoor tile -and/or- grouting stains]
 - For pet or people accidents
 - General purpose cleaner
 - Get to every surface your kids or pets can get to
 - Good for pretreatment for laundry
 - Good for pretreatment of [many] **insert stain(s)/soil(s)** stains
 - Great for pet stains!
 - [Great] For removing **insert stain(s)/soil(s)** [on **insert use site(s)**]
 - Great [for use] on soft surfaces[¥] including **insert soft surface[¥] from list**
 - Ideal for use in schools -and/or- daycare -and/or- universities -and/or- public places
 - Ideal for use on high touch surfaces
 - Just spray[,] [and] wipe [and you're done] [; no scrubbing required!]
 - Leaves [virtually] no residue
 - Light touch up. Quick cleaning
 - Low residue
 - Makes cleaning easier
 - Money-saving refill
 - No build-up -and/or- residue
 - No mixing, measuring, or rinsing required
 - No phosphates
 - No rinsing
 - Non-abrasive
 - Non-corrosive
 - Non-flammable
 - One step cleaning
 - Packaging made with [25%] recycled -or- recyclable plastic
 - Professional performance for your home
 - Professional Urine Remover
 - Proof is in the clean
 - Removes -and/or- Cleans **insert stain(s)/soil(s)** [on **insert use site(s)**]
 - Removes dried on [blood] stains
 - [Removes] [Eliminates] [Destroys] set in -or- old pet stains
 - Removes tough stains like vomit, feces, urine and blood
 - [Removes] [Works on] [Effective on] [Great for] [Great for removing] [tough] [toughest] [pet -and/or- urine -and/or- feces -and/or- sweat -and/or- vomit] stains and odors [on hard surfaces] [on soft surfaces[¥]] [on hard and soft surfaces[¥]]
 - Safe for colorfast upholstery, fabrics, and carpets, including stain-resistant carpeting.
 - Safe for -or- to use on **insert surface material(s) from the Miscellaneous Hard Surface Materials list**
 - Safe [for use] on stain-resistant carpets
 - Save money and aggravation by rescuing carpet, furniture, mattresses and floors.
 - Spray on curtains and other hard-to-wash fabrics to replace lingering odors with (long-lasting) freshness
 - Spray trigger
 - Strong cleaning
 - Takes care of your pet's business
 - [The] Smell of clean
 - Tough enough to break down urine, safe [enough] to use on **insert surface material(s) from the Miscellaneous Hard Surface Materials list**
 - Tough on Grime
 - Urine Remover - Advanced Formula
 - Use in every room of the house!
 - Use on **insert soft surface(s)[¥] from list [and other soft surfaces][¥]**
 - VOC Compliant
 - Will not [harm] [damage] your [household] surface
 - Will not harm -or- fade -or- bleach furniture
 - Works -and/or- Effective on **insert stain(s)/soil(s)** [on **insert use site(s)**]
 - Works [great for] -and/or- Effective on [body soils -or- **insert stain(s)/soil(s)**] [for pre-treatment for laundry] [on **insert soft surface[¥] use site**]
 - [Works on] [Effective on] [Great for] [both] hard and soft surfaces[¥]
- ¥100% Cotton, 100% Polyester, 50%/50% blend of Cotton/Polyester

Specialized technology name ideas

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

- Odor Destroyer® Technology
- Odor Eliminator®
- FreshMist Technology
- Odor-Dissolve Technology
- Urine-EX technology

Additional Cleaning and Deodorizing Surfaces

- | | | |
|----------|--------------|-----------|
| Grout | Pavement | Sidewalks |
| Concrete | Outdoor tile | Carpet |
| Cement | | |

General Stains -and/or- Soils

- | | | |
|---------------------------------------|-------------------------------------------|--------------------------------|
| Bathroom soils -and/or- stains | Feces [stains] [soils] | Pen -or- Ink [Marks] |
| Bathtub ring | Fingerprints | Pen [stains] |
| Beverage stains | Food [stains] [residue[s]] -or- [soil[s]] | Pet stains [soils] |
| Blood stains -and/or- soils | Fruit [stains] | Rust [stains] |
| Body [oils] [fluids] [stains] [soils] | Grime | Smudges |
| Cat urine | Heel Marks -or- scuffs | Soap scum |
| Cat feces | Human soils | Soda [stains] |
| Coffee [stains] | Incontinence [stains] [soils] | Sticky food messes -or- spills |
| Cosmetics | Ink [stains] | Sweat [stains] [soils] |
| Crayon and Pencil [marks] | Institutional stains | Tea [stains] |
| Dead skin | Juice [stains] | Toner [stains] |
| Dirt | Laboratory stains [soils] | Tough soils [Stains] |
| Dog urine | Mold stains -and/or- Mildew stains | Urine [stains] [soils] |
| Dog feces | Mud | Vomit [stains] [soils] |
| Everyday messes | Other common soils -and/or- stains | Wine [stains] |
| Fecal matter | Other organic matter | |

[Bracketed information is optional text.]

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Hard Surface Use Sites

This product -or- **product name** is designed specifically as a general [ready-to-use] [non-abrasive] cleaner and disinfectant for use in: -and/or-

This product -or- **product name** is formulated to disinfect hard, nonporous, inanimate surfaces:

Miscellaneous Hard Surface Use Sites

- | | | |
|--------------------------------------|------------------------------------------|--------------------------------------|
| Airplanes [Airports] | Gas Stations | Motels |
| Athletic [Recreational] Facilities | Germ† prone [hard, nonporous] surfaces | Motor Homes |
| Basements | Grocery Stores | Mudrooms |
| Bathrooms | Gymnasiums -or- Gyms | Nurseries |
| Bathroom -or- Locker Room Facilities | Health Club[s] [Facilities] | Office[s] |
| Bathtubs | Homes | Pet Areas |
| Bedrooms | Home Centers | Play Areas -or- Rooms |
| Bowling Alleys | Hotels | Public Facilities |
| Buses | [Interior [hard, nonporous] surfaces of] | Public Restrooms |
| Campers | Rental Cars | Public Telephone[s] [Booths][†††] |
| Campgrounds | Kennels | Recreational Centers -or- Facilities |
| Car | Kitchen[s] [Surfaces] | Rest Stops |
| Churches | Laboratories | Restaurants |
| Colleges | Laundromats | Restrooms |
| Convenience Stores | Laundry Rooms | School Buses |
| Convention Centers | Lavatories | Schools |
| Correctional Facilities | Libraries | Shelters |
| Cruise Ships | Locker Rooms | Shippers |
| [Damp] Storage Areas | Lodging Establishment | Shops |
| Day Care Centers | Lounges | Storage Rooms -or- Areas |
| Dens | Malls | Subways |
| Dorms | Many hard, nonporous crib -or- bed | Supermarkets |
| Dormitories | frame surfaces | Tattoo Parlors |
| Elevators | Markets | Toolsheds |
| Factories | Mass Merchandisers, Discount Retailers | Transportation Terminals |
| Food Storage Areas | -and/or- General Merchandise Stores | Trains |
| Garages | Military Installations | Trolleys |
| Garage Storage Areas | Mobile Homes | Vacation Homes |
| Garbage [Cans] [Disposals] | Mortuaries | Work Stations |

[†††] For any use site that includes electronics -or- electronic components, [please] refer to manufacturers' instructions. [for appropriate use] [before use][.]

† *Pseudomonas aeruginosa* (*Pseudomonas*) [ATCC 15442], *Salmonella enterica* (*Salmonella*) [ATCC 10708], *Staphylococcus aureus* (*Staph*) [ATCC 6538], **insert a virus from the Organisms table, as required for the qualified germs claim; then insert any other bacteria or virus desired from the Disinfection Organisms table.**

Miscellaneous Hard Surface Use Surfaces

- appliance exterior[s] [surfaces] [+++]
- appliance -or- cabinet knobs
- baked enamel surfaces
- bassinets
- [bathroom] fixtures
- [bathroom] [kitchen] faucet[s]
- [handles]
- [bath]tubs
- BP Monitors[+++]
- bed frames
- [behind and under^P] counters
-or- countertop^P
- [behind and under] sinks^P
- booster chairs
- bottoms of pots and pans
- burner trays
- cabinets
- cages
- carts
- cell[ular] -or- wireless -or- mobile -or-
digital phones[+++]
- chairs^P
- changing table[s]
- [children's] furniture^P
- chrome
- chrome exterior surfaces of urinals
-and/or- toilets
- closets
- [clothes -or- diaper] hampers^P
- [common] hard, nonporous
[household]] surfaces
- computer mouse[+++]
- cooler exteriors
- cupboards
- cribs
- crystal (non-food contact areas)
- desk[s] [tops]
- [diaper -or- infant] changing [tables]
-or- areas [stations]
- diaper pails
- dictating equipment [surfaces][+++]
- door[s] [handle[s]] [frame[s]]
- doorknobs
- drain boards
- drawer pulls
- dressing carts
- elevator buttons
- empty garbage bins
- exercise equipment[+++]
- exercise machines[+++]
- exercise mats
- exhaust fans
- exterior -or- external toilet surfaces
- exterior -or- external urinal surfaces
- faucets
- fax machine[s] [handles][+++]
- [filing] [medicine] cabinets
- finished -or- painted walls
- finished -or- painted woodwork
- finished windowsills
- fixtures
- floors and walls of coolers
- floors [around toilets]
- flower buckets
- furniture
- frame surfaces
- freezer exteriors
- garage surfaces
- garbage -or- trash cans
- glass-topped furniture
- glazed ceramic [restroom surfaces]
- glazed ceramic tile
- glazed porcelain [tiling -or- tile]
- [grocery [store] -or- supermarket] cart[s]
- [grocery [store] -or- supermarket]
cart handles
- child seats
- gym[nastic] equipment
- hampers
- [hand] railings -or- rails^P
- hard, nonporous areas -or- surfaces behind
and under counters
- hard, nonporous areas -or- surfaces behind
and under sinks
- hard, nonporous painted surfaces
- [hard, nonporous surfaces of] car interiors
- hard, nonporous office -or- bedroom
-or- bedside furniture
- [hard] plastic -or- vinyl
- headsets
- high chairs (non-food contact areas)
- [instrument] stands
- [interior [hard, nonporous]
surfaces of] automobiles
- [Interior [hard, nonporous]
surfaces of] boats
- [Interior [hard, nonporous]
surfaces of] cars
- [Interior [hard, nonporous]
surfaces of] ships
- [Interior [hard, nonporous]
surfaces of] trailers
- [Interior [hard, nonporous]
surfaces of] vehicles
- [kids'] play structures -and/or- equipment
-and/or- furniture -and/or- tables
- [kitchen] appliance exteriors[+++]
- laminated surfaces
- large inflatable nonporous plastic (rubber)
lockers
- [medicine] cabinets
- metal blinds
- metal surfaces
- metal work benches
- microwave exterior[+++]
- other telecommunication[s]
equipment [surfaces][+++]
- outdoor furniture
- outside of [appliances]
[microwaves] [refrigerators][+++]
- oven doors
- packing benches
- piano keys
- pet areas -or- surfaces
- plastic and painted surfaces
- plastic laundry hampers -or- baskets
- plastic shower curtains
- plastic surfaces
- plastic surfaces associated with: floors,
walls, fixtures, toilets, urinals, sinks,
shower rooms, and locker rooms
- playpens
- phones[+++]
- portable toilets
- [public -or- pay] telephones -or-
phone booths[+++]
- range hoods
- recycling bins
- refrigerator door handles
- refrigerator exterior[+++]
- remote controls
- restroom fixtures
- RVs^P
- sealed fiberglass [polyester, vinylester and
epoxy resins]
- sealed/finished wood^{††}
seats

^P [on] hard, nonporous surfaces [of]

^{††} Do not allow puddles of product to remain on surface. Do not use on unsealed, unfinished, visibly worn, oiled or waxed wood surfaces. Product can discolor wood surfaces if misused. Test a small area first.

[+++] For any use site that includes electronics -or- electronic components, [please] refer to manufacturers' instructions. [for appropriate use] [before use][.]

[Bracketed information is optional text.]

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shelves [and drawers]	toilet -and/or- urinal exterior[s]	vending machine surfaces
shower[s] [area] [curtains] [doors]	[surfaces] -or- exterior toilet surfaces	[vinyl] linoleum -or- wallpaper
[stalls] [walls]	[toilet [flush]] [telephone] [cabinet]	walkers
signs	[dishwasher] [door] [faucet] handles	walls
sill[s] ledge[s]	toilet handle[s]	washable ceilings
similar hard, nonporous surfaces except	toilet rim[s]	[washable] floors [including linoleum,
for those excluded by the label	toilet seat[s]	no-wax, vinyl, and glazed ceramic tile]
sink[s] [basins]	toilet top[s]	washable kitchen surfaces
sports equipment	toilets	washable walls
stainless steel surfaces	tools	washers/dryers -or- washing
stall doors	towel dispensers	machine exterior[s][⁺⁺⁺]
staplers	toys	wastebaskets
stereo consoles[⁺⁺⁺]	toy boxes ^P	window [blinds] [shades]
storage bins ^P	[training] toilets	windows and mirrors
stovetops -or- stoves	trash cans -or- compactors	windshields
strollers	tray tables	work benches
tables [tabletops]	tubs	wrestling mats
telephones[⁺⁺⁺]	[TV] Remote[s] [Control][s][⁺⁺⁺]	
tiled walls	urinals	
toilet area[s]	vanity tops -or- vanities	

^P [on] hard, nonporous surfaces [of]

[⁺⁺⁺]For any use site that includes electronics -or- electronic components, [please] refer to manufacturers' instructions.

[for appropriate use] [before use][.]

Miscellaneous Hard Surface Materials

[baked] enamel	glazed tile	rubber
chrome	linoleum	sealed fiberglass
Formica[®][⁵]	Marlite[®][⁶]	stainless steel
glass	Naugahyde[®][⁷]	synthetic marble
glazed ceramic [tile]	plastic [laminated]	vinyl [tile]
glazed porcelain	Plexiglas[®][⁸]	
glazed porcelain enamel	porcelain enamel	

[⁵] Formica is a [registered] trademark of [The Diller Corporation] [a subsidiary of] [Formica] [Formica Corporation] [or one or more of its affiliates].

[⁶] Marlite is a [registered] trademark of [Marlite, Inc.] [a subsidiary of] [Marlite, Inc.] [or one or more of its affiliates].

[⁷] Naugahyde is a [registered] trademark of Uniroyal Engineered Products LLC Company [a subsidiary of Uniroyal Engineered Products LLC Company] [or one or more of its affiliates].

[⁸] Plexiglas is a [registered] trademark of [Arkema, Inc.] [a subsidiary of] [Arkema, Inc.] [or one or more of its affiliates].

Not recommended for use on -or- avoid contact with

aluminum	paper surfaces	unsealed [natural] granite
brass	porous painted surfaces	unsealed stone
chipped enamel	sealed granite	unfinished wood
copper	sealed marble	unsealed [natural] marble
galvanized steel	silver	

Soft Surface Cleaning Use Surfaces

Baby carriages	Drapes	Shoe[s] [canvas] [fabric] [interior]
Baby prams	Duvet cover	Shower curtain [fabric]
Back [School] pack	Exercise mats	Slippers
Bathroom mat	Fabric[s]	Sneakers [canvas] [fabric]
Bedding	Gym bag [fabric]	Sofas
Blankets	Gym bags	Soft [fabric] surfaces [¥]
Blinds	Headrests	Sports equipment [lining]
Booster Seat	Highchair seat	Stroller [seats]
Box spring [cover]	[Laundry] Fabrics	Stuffed animals
[Car] [Automobile] interior	Linens	Stuffed [plush] toys
Car seat[s]	Mats [for day care]	Suitcase [luggage]
Carpets	Mattress	Towels
Chairs	Mop -and/or- Broom	[Upholstered] armchairs
Changing table	Outdoor furniture	[Upholstered] couches
Clothing Laundry bag [fabric]	Pet beds	[Upholstered] furniture
Color safe surfaces	Purse	Upholstery
Cot Mattress [cover]	Rags	Washcloth[s]
Cotton [Polyester] [blend] [fabric]	Rugs	Wheelchair pad -and/or- seat
Curtains	Seat -and/or- soft cushions	Window treatments [fabric]
Curtains [Draperies]	Seat cushion [household]	
Cushion [Pillow]	Shades	¥100% Cotton, 100% Polyester, 50%/50%
Diaper bag	Sheets	blend of Cotton/Polyester
Dog [pet] bed	Shoe[s]	

Soft Surface Exterior Sanitization Use Surfaces

Baby carriages	Drapes	Shoe[s]
Baby prams	Duvet cover	Shoe[s] [canvas] [fabric] [interior]
Back [School] pack	Exercise mats	Shower curtain [fabric]
Bathroom mat	[Exterior surfaces of] seat -and/or- soft [¥] cushions	Slippers
Bedding	[Exterior surfaces of] sofas	Sneakers [canvas] [fabric]
Blankets	[Exterior surfaces of] stuffed animals	Soft [fabric] surfaces [¥]
Blinds	[Exterior surfaces of] stuffed [plush] toys	Sports equipment [lining]
Booster Seat	Fabric[s]	Stroller [seats]
Box spring [cover]	Gym bag [fabric]	Suitcase [luggage]
Car seat	Gym bags	Towels
Chairs	Headrests	[Upholstered] armchairs
Clothes	Highchair seat	[Upholstered] couches
Clothing	[Laundry] Fabrics	[Upholstered] furniture
Clothing Laundry bag [fabric]	Linens	Upholstery
Color safe surfaces	Mats [for day care]	Washcloth[s]
Cot Mattress [cover]	Mattress	Wheelchair pad -and/or- seat
Cotton [Polyester] [blend] [fabric]	Mop -and/or- Broom	Window treatments [fabric]
Curtains	Purse Seat cushion [household]	
Curtains [Draperies]	Rags	¥100% Cotton, 100% Polyester, 50%/50%
Cushion [Pillow]	Shades	blend of Cotton/Polyester
Diaper bag	Sheets	
Dog [pet] bed		